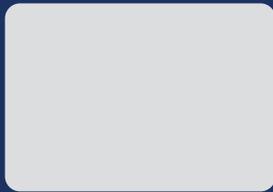




# Sponsorship Proposal 2021



 [uscattlemen.org](https://uscattlemen.org)

 [usca@uscattlemen.org](mailto:usca@uscattlemen.org)

 [@uscattlemens](https://www.facebook.com/uscattlemens)

 [@uscattlemen](https://twitter.com/uscattlemen)



# Table of Contents

In this proposal, we highlight a framework to build on together in partnership.

Please review this material, learn more about our grassroots organization, and consider our sponsorship options. Our packages are fully customizable to fit your brand and target audience.

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# Introduction

As a nationwide organization of cow-calf operators, backgrounders, feedlot operators and livestock haulers, USCA has spent the last decade charting a course for the long-term health and vitality of the U.S. cattle industry. We focus on policy initiatives driven by the producer, for the producer.



## Stand Out

...from other products with an endorsement by U.S. Livestock producers.



## Connect

...with grass roots consumers, gaining product trust.



## Support

...U.S. livestock producers through sponsorship of the advocacy organization representing them.





# Overview

The United States Cattlemen's Association is a grassroots organization, by the cattle producer, for the cattle producer. The USCA speaks on behalf of and interacts with 10,000 producers every day in every state.

The USCA brings together thousands of ranchers from across the U.S. to discuss the future of the cattle industry-- and the tools that will help us set a successful path for future generations. From dynamic online events to engaging in-person meetings, all with dedicated sponsor content, the USCA is packed to the brim with networking and opportunities to reach your target audience.

USCA prides itself on the quality of its partnerships- we'll work with you to engage leaders in the cattle industry. The sponsorship options in the pages ahead are suggestions to get the process started. We Invite you to take a look and contact us with your own suggestions about how you want to engage our network.



Thank you,

Brooke Miller  
President  
United States Cattlemen's  
Association



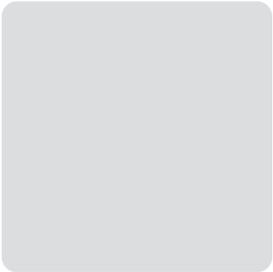
# National membership, Regional focus.

Spanning from East to West (and in-between), our dedicated leadership connects us to our membership and drives our Association forward. These individuals are trusted community leaders, who proudly affiliate with the USCA name.



## Need to target a specific region? LOOK NO FURTHER.

The USCA membership is structured into regions that broadens the scope of our efforts, builds on our grassroots strength and connects us to local priorities. This structure compliments marketing strategies looking to reach regional targets. We're able to mobilize our membership in the locale you're concentrated on and produce focused outreach there. USCA will deliver site-specific events and targeted mailings that will amplify your brand recognition with cattle producers in specific states and communities. You name where-- we'll get to work.



## Sponsor Integration

Sponsor content and messaging is delivered at key placements in USCA events and communications. We offer the opportunity to reach your target market by collaborating with our organization on efforts that are mutually beneficial. We strive to offer a variety of ways to meaningfully interact with our membership and lead you to quality conversations.



## Promotion Emphasis

Get your brand in front of an inspiring audience that is engaged and forward-thinking. We seek to amplify your products, and find innovative options in working together. Our sponsorship options include multiple content opportunities to help drive brand awareness and grow your marketing platform.



A cowboy wearing a black hat and jacket is riding a brown horse in a snowy field. The horse is facing a herd of black cattle behind a wire fence. The scene is set against a clear blue sky. The text is overlaid on the right side of the image.

**Serving the voice of  
cow-calf producers,  
feedlot operators,  
backgrounders,  
and livestock haulers  
since 2007.**

John Doe

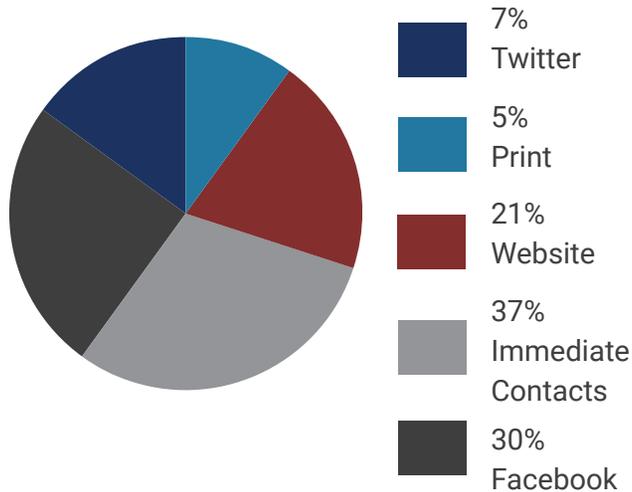


# Engage our Audience

The United States Cattlemen's Association is a grassroots organization, by the cattle producer, for the cattle producer. We speak on behalf of and interact with 10,000 producers every day in every state.

## Statistics of Our Reach

Excluding Incoming 2020  
Based on an estimated monthly average



Enjoy access to our audience and generate sales leads that grow your pipeline. USCA diversifies our communication and engagement tactics to increase audience connection.

## Nation-Wide Membership-base

Located across the country, USCA members are active and engaged. As a grassroots organization, members are involved in all facets, serving as leaders in the industry.

## Extensive Media Coverage

USCA regularly corresponds to media contacts and has been featured in stories covered by CNN, Fox News, CNBC, BBC, and RFD-TV, The Washington Post, and the Wall Street Journal.

## 17K Immediate Contacts

USCA hosts an extensive communication network. We engage our contacts with regular communications and have frequent subscribers.

## 14K+ Facebook Followers

USCA puts tremendous efforts into innovative methods of engaging our facebook audience. Both live and scheduled content are regularly produced and viewers consistently comment.

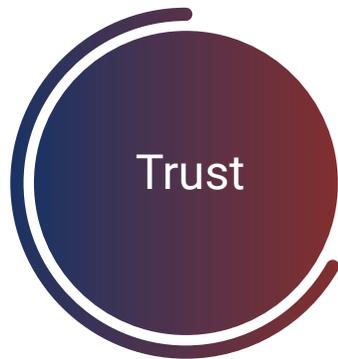
## 3.5K Twitter Followers

With multiple tweets per day, the USCA Twitter account has a large following and significant engagement.

## 57K+ Website Views

The USCA website has impressive traction. In the 6 months that the new website has launched, it has been viewed nearly 57,000 times.

By sponsoring us, we will provide your company with:



Consumers associate trust and familiarity with the name USCA. By partnering with us, we are sharing that recognition, bringing trust and familiarity to your brand.



By sponsoring our organization, you put your brand's name in the front of potential clients, which helps get ahead of the competition. Our sponsorship options give you the chance to shine in front of your target audience.



The USCA brings together thousands of ranchers from all corners of the country to discuss the future of the cattle industry. Supporting USCA, allows you to tap into opportunities that resonate with your niche to increase your brand's exposure.



We pride ourselves in being partners that strive for mutual benefit and opportunities to amplify each others' efforts. For sponsors, supporting us isn't just a money-making deal. It's also matching two visions and crafting a message for our shared audience.



# Highlights

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To optimize attendance, USCA concentrates in-person events during times that ranchers are more available to leave the ranch-- avoiding peak calving seasons, etc.... and provides a strong online presence during those times that travel is difficult. The in-person events frequent varying locations from the West to the East coast. We've held events from the National Finals Rodeo in Las Vegas to a Sale Barn in South Dakota.

Online events such as Horn Wrap Calls and Facts Only Fridays are ongoing throughout the year-- enabling a producer to listen in and participate while they're out on the ranch... we're not a stranger to hearing a diesel engine fire up on the call line.

## Regular Online Events

### Horn Wrap Calls

Date: 2nd Tuesday of each Month

Location: Call-in

Each month, livestock producers hear from the Washington DC staff or featured guests on issues affecting their bottom line. The Horn Wrap call is a direct connection to Capitol Hill and industry experts. These call-ins are a popular venue for ranchers to get up to date on current news and issues and provides an excellent opportunity for sponsors to have their products highlighted. Sponsorship options include title sponsor recognition, a live product pitch on the call, social media recognition, and logos displayed on marketing materials.

### Facts Only Fridays

Date: Fridays

Location: Facebook Live

On-going throughout the year, Facts Only Friday, are held via Zoom on Facebook Live. These live, virtual conversations with key industry experts provides a format where participants can submit questions in real-time by commenting on the video feed, and then hear directly from speakers. **#FactsOnlyFriday views exceed 45,000.** Sponsorship options includes title sponsor recognition, a live product pitch (including a video option), social media recognition, and logos displayed on marketing materials.



# Key Events Highlight



## Annual Meeting

Held in Las Vegas during the National Finals Rodeo, the Annual Meeting brings our nationwide membership together to discuss the past year's successes and our priorities for the year ahead. During this time of year, many of our producers have shipped their cattle and have an idea of what products they'd be interested in investing in for the upcoming year. With that in mind, we provide multiple opportunities for sponsors to engage with our members at this event. We offer logo recognition on communications before, during, and after; and can arrange the opportunity for a presentation at the meeting.

## DC Fly-In

Bring your boots and hats and plan to join us for two full days of advocacy! We meet with Administration officials and agency leaders to inform them of the needs of the livestock industry. Having these direct relationships with policy-makers is key to advancing the mission of USCA and we see a large increase in member-engagement before, during and after this event.



SEPTEMBER

## Cattle Producer's Forum

The inaugural Cattle Producer's Forum gives producers the chance to sit down and discuss in real time the challenges and opportunities that the U.S. cattle industry faces in the years ahead. We bring in industry leaders and thought-influencers from across the country to discuss topics important to the producer. Complete with a Producer Social Hour, this event draws a large crowd and provides multiple opportunities for sponsor recognition and product highlight.



MARCH

## Winter Thaw

Winter Thaw events, held in multiple regions of the country, provides an opportunity for producers to gather in the Spring. This is an opportune time for sponsors to engage with producers once they've had a look at their calf-crop and will start wrapping their minds around vaccinations, branding and before they know it-- haying. Essentially, it's a great chance to get your products in the forefront of their minds, as they plan the months ahead.





# EXAMPLE COMMUNICATIONS

## Communications

Enjoy access to our audience and generate sales leads that grow your pipeline. USCA diversifies our communication and engagement tactics to increase audience connection.

If you decide to sponsor, your funds will be used for brand recognition in the following communications:

- USCA E-RELEASES  
858k connections in 2020
- MEMBER ALERTS/CAPITAL UPDATES  
96k connections in 2020
- QUARTERLY PRINTED NEWSLETTERS  
8k copies mailed
- USCA HOLIDAY GIFT GUIDE  
26k connections in 2020
- SOCIAL MEDIA  
15k likes on FB, 3.5 on Twitter

United States Cattlemen's Association [View this email in your browser](#)

**USCA CAPITAL UPDATE**



**2020 WINTER THAW**  
BILLINGS, MT | FEBRUARY 22

Hope you will be able to join us at the upcoming 2020 Winter Thaw! Your admission price gets you breakfast, a beef lunch, social reception, producer profitability workshops, transportation and admission to the Montana Agri-Trade Expo, and front-row seats to the Cattle Market Power Hour at PAIS Livestock Auction. Discounted tickets for young producers are available.

[Register HERE](#)



December 3, 2020 [View this email in your browser](#)



**WEANED CALF REVENUE PROTECTION INSURANCE**



AgriLogic Consulting, LLC and Windmark Insurance are developing an insurance program for consideration by the Federal Crop Insurance Corporation Board of Directors and the USDA Risk Management Agency referred to as Weaned Calf Revenue Protection (WCRP) to provide beef cow-calf producers with the means to insure revenue from their calving operation.

[View this email in your browser](#)



or the December USCA Horn Wrap call to learn more and provide your feedback on this not-yet-offered program.

**Tuesday, December 8**  
6am PT | 7am MT | 8am CT | 9am ET  
Dial: 866-254-5984  
No passcode needed.

[Click here for an overview of the program.](#)

[Send me a text reminder for the call.](#)




Tune in via our Facebook Page or YouTube Channel!

**JOIN USCA THIS FRIDAY AT 4:30 PM MDT FOR A LIVE, VIRTUAL CONVERSATION with Senators Jon Tester & Mike Rounds.**



**USCA to Host Senators Jon Tester & Mike Rounds for #FactsOnlyFriday**

(SEPTEMBER 23, 2020) - The United States Cattlemen's Association (USCA) is pleased to host U.S. Senators Jon Tester (D-MT) and Mike Rounds (R-SD) for a live, virtual discussion on the state of the U.S. cattle market and the role of Congress in bringing forth solutions. The conversation will take place on USCA's Facebook page and YouTube channel this Friday, September 25 at 4:30pm MDT.

Both Senators have been instrumental in working with producers in their state towards real, workable solutions to labeling concerns, marketing and competition reform, and so much more. They led their colleagues in the





## Sponsors get exposure through USCA's regular communications:

### + MEMBER ALERTS

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Members Alert e-blasts are sent to USCA contacts at a minimum, weekly. They engage ranchers on current events in the industry and within USCA.

### + CAPITAL UPDATES

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Capital Updates are e-blasts that break-down crucial happenings on Capitol Hill. With high rates of readership, these updates contain information that is hot of the press.

### + QUARTERLY NEWSLETTER

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On a quarterly basis, USCA sends a printed newsletter to members across the country. To target content and advertising, we have created a series of these newsletters that are region-specific.

### + HOLIDAY GIFT GUIDE

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Sent during the biggest week in retail, the USCA Holiday Gift Guide includes a list of USCA partners and their advertisements. These are sent as e-blasts immediately before Black Friday and Cyber Monday.



# Sponsorship Option

	Associate Sponsor <b>\$5,000</b>	Major Sponsor <b>\$10,000</b>	Principal Sponsor <b>\$15,000</b>
Website Promotion (Logo and link on Sponsorship Page on main USCA website, www.uscattlemen.org)	●	●	●
Event Promotion (Tickets, booth-space, on-site signage, recognition on event communications for all USCA events.)	(2 tickets, regular sized booth)	(5 tickets, medium sized booth)	(10 tickets, speaker invitation, large booth & space selection)
Communications (Recognition in all email blasts including member alerts and Capital updates. Excludes press releases and official statements.)	●	●	●
Social Media (Posts on all social media platforms using provided content, hashtags and tagging intersection)		●	●
Horn-Wrap Calls (Mention on monthly calls featuring industry speakers.)		●	(Includes 30 sec. verbal ad space)
Holiday Gift Guide (Advertisement in Holiday Gift Guide, Black Friday and Cyber Monday e-blasts)		●	●
Facts Only Fridays (5 min. speaker space or video advertisement on live, virtual conversations via Zoom and Facebook Live.)			●
Printed Newsletter (Full color advertisement in printed newsletter sent to USCA contacts.)			●

# Additional Options

- 1. Event Title Sponsorship: 8K**

Event Title Sponsorships enjoy the highest level of representation at our events and in all USCA communications pre- and post-event. Title Sponsorships are showcased continuously on the day of our event, with especial emphasis during key points, such as meals and key-note speakers. This is limited to one USCA event, with the package being catered to your liking. Reach out to us on what event matches you best and we'll send more info.
- 2. Demo Sponsorships: 3K**

Demo sponsorships are for companies that seek the opportunity to get their content in front of attendees and interact with them live during an event (either in-person or virtually). With fully customizable delivery options, you can connect with thousands in a dynamic, impactful way.
- 3. Dealers Choice Sponsorship: 2K**

Interested in having a sponsorship presence with USCA, but aren't ready to commit to a larger package? This is a great way to represent your brand and get a better feel for USCA. Includes: Logo placement on USCA website sponsors page and recognition at one USCA event (online or in-person).
- 4. Product Partnership**

Looking to promote your products? Rather sponsor with direct tangibles? In partnership with USCA, we can do just that. We'll coordinate distribution of products to new memberships through joint product/membership promos.
- 5. Member Discount**

Receive recognition as a USCA partner on communications and website through an exclusive discount to your products for USCA members.



# USCA Printed Newsletter

A quarterly printed USCA publication

On a quarterly basis, USCA sends a black-and-white printed newsletter to members across the country and posts a full-color online edition on its website for extended coverage. Packed to the brim with content, the newsletter highlights topics that are key to the industry and engaging for readers. Ads can be seasonally targeted and tailored to fit the USCA audience. Get your name and brand in front of our membership today!

**CONTRACT ADVERTISING:** 2- issue contract: 5% discount  
4- issue contract: 10% discount

## 2021 ADVERTISING RATES

Size	Member Rate	Non-Member Rate
<b>FULL SPREAD</b>	<b>\$1,100</b>	<b>\$1,250</b>
<b>FULL PAGE</b>	<b>\$600</b>	<b>\$700</b>
<b>1/2 PAGE</b>	<b>\$300</b>	<b>\$400</b>
<b>1/4 PAGE</b>	<b>\$250</b>	<b>\$300</b>
<b>Business Card</b>	<b>\$100</b>	<b>\$125</b>



Late Summer 2020



**FROM THE PRESIDENT**  
by **Brooke Miller**  
President  
United States Cattlemen's Association

**U**n a hot Sunday afternoon in August, I had the pleasure of visiting with Mr. Patrick Robinette of Harris-Robinette Beef and Micro Summit Processors. He had just driven over four hours from his home in North Carolina to meet with me and my wife in Northern Virginia. Against the backdrop of my family's Angus operation, we discussed his vision for the recently formed Independent Beef Processing Task Force (read more on page 12).

In 2012, Patrick and his family noticed a lack of USDA-inspected processors available to North Carolina independent producers. Alongside his wife, Amy, Patrick established Micro Summit Processors, an 18,000 square foot, USDA-inspected facility. His family has welcomed countless tour groups to view their packing plant, including 4H and FFA chapters, high school Biology classes and even animal rights organiza-

tions. These consumers leave his facility confident in the values and integrity his family guarantees with each and every product that leaves their facility. Patrick is looking to bring that same energy to USCA, and in a way that will benefit USCA members. If we are to pass on a thriving, profitable industry to the next generation of producers, we need to build it ourselves. If this is something you are interested in being a part of, please do not hesitate to reach out and get involved. We are going to need your insight, input, and inspiration to bring to life the "American Grassroots Growers" concept.

Please see PRESIDENT on page 2



If we are to pass on a thriving, profitable industry to the next generation of producers, we need to build it ourselves.

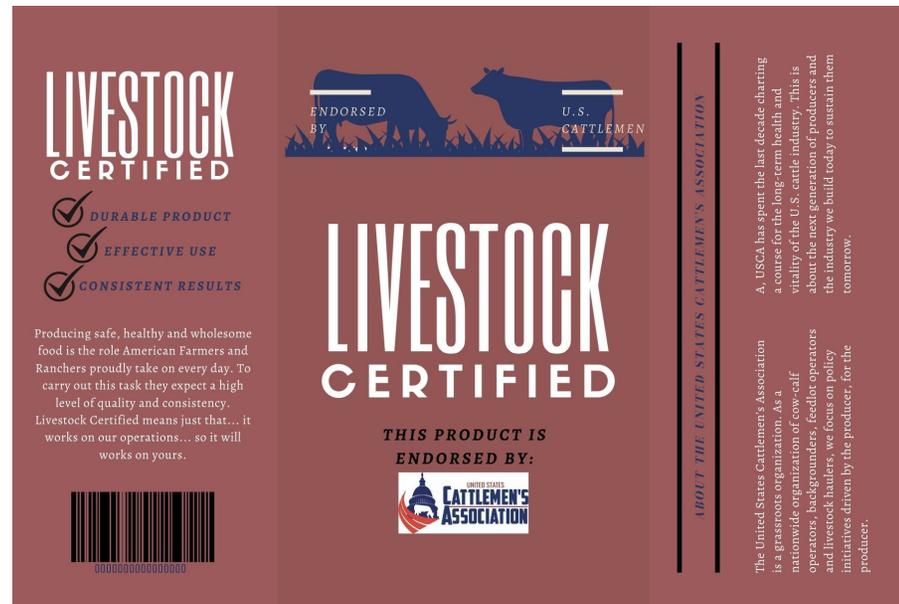
# INTRODUCING the LIVESTOCK APPROVED Label

When a consumer searches for a product, there's often multiple options on the shelf-- we're presenting an opportunity to set your product apart by incorporating our "Livestock Approved Certified Label" on your packaging. This label is endorsed by members of the United States Cattlemen's Association.

Producing safe, healthy and wholesome food is the role American Farmers and Ranchers proudly take on every day. To carry out this task they expect a high level of quality and consistency. Livestock Certified means just that... it works on our operations... so it will works on yours.

These labels are fully customizable to match your product and your brand...our goal is to add the trust-factor. We're providing the confidence of one rancher to another endorsing a quality product and brand.

## Label Concept:



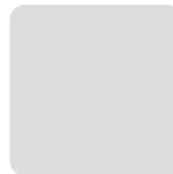
**5k  
Sponsorship**

# OUR HEARTFELT THANK YOU FOR YOUR CONSIDERATION



We want to hear from you! Tell us what works for you in this proposal—or what doesn't! These suggestions are a framework for us to start a conversation. Let us know what you'd like added or changed and we can work together to build a valued partnership.

## Contact Person



Mary Jo  
Foley-Birrenkott

Contact  
(541) 231-5605  
[maryjo@wssdc.com](mailto:maryjo@wssdc.com)

Serving as the voice of cow-calf producers, feedlot operators, backgrounders, and livestock haulers in Washington, DC since 2007.



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